

The cost of compliance

How customer insight changed wienerberger's marketing strategy.



£44k investment

UK architects researched

WE ASKED WHY AWARENESS WASN'T BECOMING SPECIFICATION

60% of architects recognised wienerberger.

12% actively specified wienerberger.

Research revealed that architects were increasingly risk-conscious, time-poor and lacked trust in manufacturers' technical information.

£16,700 average annual cost of verifying product information per employee.

58% of architects didn't fully trust manufacturers' product data.

THE INSIGHT CHANGED OUR STRATEGY

FROM Product-led marketing

TO Trust, transparency & technical assurance.

The insight became the foundation for The Cost of Compliance — a thought-leadership platform designed to educate, build trust and influence specification consideration.

THE IMPACT

1,568
downloads
425% above KPI

400
CPD
attendees

~70%
more likely to specify
wienerberger after CPD

67%
of leads were
architects

ONE CUSTOMER INSIGHT. ONE STRATEGIC SHIFT. LONG-TERM IMPACT.

Research that continues to inform thought leadership, professional education and specification engagement.